



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA
JULY 5, 2017, 4:00 PM
NEWBERG CITY HALL 414 East First Street
Permit Center Conference Room**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF JUNE 7, 2017 MINUTES**
- IV. MINUTES FROM APRIL 17, 2017 MARKETING SUBCOMMITTEE**
- V. UPDATE ON TLT SMALL GRANT PROGRAM**
- VI. UPDATE ON THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM SOLICITATION**
- VII. REVISIT OF GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT FOR THE SMALL GRANT PROGRAM**
- VIII. MARKETING SUBCOMMITTEE UPDATE**
- IX. FY 2017-2018 BUDGET**
- X. TLT MEMBER UPDATES**
- XI. TOURISM INFORMATION SESSION**
- XII. NEXT MEETING AUGUST 2, 2017**
- XIII. ADJOURNMENT**

ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the Office Assistant II of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the Office Assistant II at (503) 544-7788. For TTY services please dial 711.

TRANSIENT LODGING TAX AD HOC COMMITTEE

June 7, 2017 4:00 pm

**Newberg City Hall, 414 East First St
Permit Center Conference Room**

Chair Dennis Lewis called the meeting to order at 4:05 p.m.

ROLL CALL:

Members Present: Dennis Lewis, Chair
Sheila Nicholas, Vice Chair
Rob Felton
Ashley Lippard
Jessica Bagley
Sheryl Kelsh
Kyle Lattimer
Joe Hannan, Ex Officio

Absent: Patrick Johnson, Loni Parrish, Ron Wolfe, Bob Andrews, Ex Officio (all excused),
Megan Carda, Lori Louis, and Brian Love

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES:

Approval of the April 26, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

<p>MOTION: Felton/Nicholas to approve the Transient Lodging Tax Ad Hoc Committee minutes for April 26, 2017. Motion carried (7 Yes/0 No).</p>

UPDATE ON TLT SMALL GRANT PROGRAM

CDD Rux updated the Committee on the status of the contracts. The Oregon Camellia Society submitted their final report and returned \$1,187.30 of unspent funds. Hoover-Minthorne House Museum submitted their progress report. The Newberg Old Fashioned Festival contract has been executed.

MARKETING SUBCOMMITTEE UPDATE

Member Lippard noted the next Subcommittee meeting is June 19, 2017. She reviewed the topic of a series of videos with a main video and shorter videos. An estimate on the cost of producing the videos should be available on Monday along with samples of work from two George Fox University students. The homework for the Subcommittee is to develop a list of places to get video and still photos. The video topic will be discussed further at the June and July Subcommittee meetings. The Subcommittee also discussed public relations services.

CDD Rux remained the Committee that City purchasing rules will need to be followed to enter into a contract for service.

TOURISM INFORMATION SESSION

Member Kelsh reported that she is waiting to get a letter from Travel Oregon on eligible expenditures for activities such as fencing.

Ex Officio Member Hannan inquired if a tent would be an eligible expenditure of TLT funds.

Member Felton indicated that City Attorney Stone in his material and interpretation noted that a tent would not be eligible.

Member Kelsh indicated she and CDD Rux attended the Governors Conference on Tourism and that she is preparing a summary and will share at the July meeting.

REVIST OF THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT

Chair Lewis opened the discussion referring to Page 8 in the packet and the Grant Application Process and the timeline for notification. CDD Rux explained the timeline for a three month solicitation, then application review with notification expected in January 2018 to applicants.

Chair Lewis noted Page 9 and the Evaluation Framework and Criteria asking if the criteria should be weighted consistently.

Member Felton indicated that some criteria may need different weighting. There was a general discussion amongst them members of criteria weighting of what should be 0-3 and what should be 0-5. By consensus the Criteria were modified to reflect that criteria 1a. and 1b. should be weighted as 0-5. Criteria 2 should be modified to reflect that the word “partner” should be plural “partner(s)”, Criteria 4 should be weighted 0-5. Criteria 9 needed to have the word “least” added after the word “at”. Additional consensus was reached that the title of this section of the Guidelines should be reworded to “Evaluation Criteria”. The subsection titled “Framework” should be reworded to “Eligibility Criteria” and #5 should be deleted and a new subsection added that used text from Travel Oregon on bankruptcy. There was a general discussion on Travel Oregon Key Initiatives. CDD Rux recapped all of the proposed changes suggested by the Committee members.

Chair Lewis identified the application Cover Page and change on fiscal year dates. No other changes were suggested. On the grant application changes were noted on the fiscal year dates. There was a general discussion to fix the number sequence in the Project Narrative section along with fixing the spelling in #5, correct the double reference to the word “program” in #7, modifying the text in #9 to say “your” and not “you”, correcting #10 so the word “partner” is plural, and modifying #11-13 so that each reads “If so how?”

Chair Lewis asked if there were any additional changes to the Report section beyond the fiscal year. No changes were suggested.

Chair Lewis inquired if the Whereas section of the Contract was necessary. CDD indicated the City Attorney has reviewed the contract and approved its form. Staff did not want to modify the work of the City Attorney. Vice Chair Nicholas noted that section 6.A.(1) had an incorrect spelling of the word RECIPIENT.

Chair Lewis asked the Committee if the meeting time still works for the members. Consensus was to keep the meetings at 4 p.m.

CDD Rux indicated that at the next meeting he would the Small Grant material back for review using the template from the Destination Development –Marketing grant material.

CDD Rux noted that the July meeting would include a discussion on the budget for FY 2017-2018.

Chair Lewis inquired if there is a TLT fee in the County. Ex Officio Hannan indicated that topic is to be discussed by the County at a later date.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:24 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 5th day of July, 2017.

Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE**

April 17, 2017 8:30 am

**Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Chair Ashley Lippard at 8:39 a.m.

ROLL CALL:

Members Present: Ashley Lippard Dennis Lewis
Sheila Nicholas Sheryl Kelsh
Kyle Lattimer

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES

Approval of the March 16, 2017 TLT Ad Hoc Committee Marketing Subcommittee Minutes.

MOTION: Kelsh/Nicholas to approve the Marketing Subcommittee minutes for March 16, 2017.
Motion carried (5 Yes/0 No).

TOURISM MARKETING MATERIAL:

Chair Lippard discussed the various AVAs of Dundee Hills, Chehalem Mountains and Ribbon Ridge marketing activities. She also mentioned the Downtown Newberg wineries and how to pull them all together to have a discussion on marketing and how we could all benefit and come together.

Member Nicholas noted that 200 feet is the elevation to be included in the Chehalem Mountain AVA.

Chair Lippard identified the Willamette Valley Visitor Association as another marketing element. Member Lewis identified Oregon Wine Country – Newberg as brand. There was a discussion on web search and what pops up when typing in Oregon Wine. The following list was identified: Oregon Wine Board, Wikipedia, WVVA, and Oregon Wines.

Member Nicholas noted that .wine URL could be purchased.

Chair Lippard inquired as to what makes us unique. What do we call ourselves? Hospitality makes us unique.

Member Lattimer inquired if we are positioning ourselves with McMinnville. Chair Lippard noted that McMinnville identifies themselves as the Heart of Wine Country. She noted vignettes and that Newberg is about the visitor. She identified that it should all be about the visitor, not about marketing ourselves.



Member Lewis identified marketing recreational, riverfront as a possible marketing focus.

Chair Lippard noted that Dundee's approach is Look and Feel and Fun. Travel Dundee, Oregon. They are marketing the buyer, not themselves.

Member Lewis discussed looking at how many wineries and tasting rooms are on the web. He identified by zip code, statistics as basis, infographics, restaurants with great wine lists, Newberg by the #'s and visual. He also noted that with A-dec if customers are researching their products they could do another activities of traveling for wine.

Chair Lippard proposed to the committee a tag name of "Travel Newberg". Member Lewis noted that Newberg is the Camellia City.

Chair Lippard noted that people coming to Newberg do not distinguish between Newberg, Dundee and McMinnville. It was also noted that Carlton is the "Wine Country Capital". The Committee discussed a concept of Newberg by the numbers and that it could be very visual.

There was a general discussion by the Committee with some members liking Newberg.wine. Others noted that Newberg is not just about wine. The question was raised if just the name "Newberg" should be used. It was suggested that Member Felton weigh in on the topic of a name. It was asked what the URL would be. In conclusion the Committee thought "Newberg" was appropriate as it represented hospitality.

Chair Lippard asked who the target audience was. In the Strategic Plan four groups were identified: Millennials, Luxury Travelers, Outdoor Adventurers and George Fox Network.

Member Lattimer questioned if Outdoor Adventures would be a hard sell as we are not like Bend.

Member Lippard noted that we can go after the market for Millennials. The target can't be everything to everyone.

Member Lewis commented that we need to look at demographics from events in Newberg with the example of Camellia Festival.

The Committee had a general discussion on activities in the community including food, wine, recreation, Cameo Theater, Drive-In Theater and that we are well rounded and need to be well rounded with activities.

Member Nicholas raised the question about FAM tours for frontline staff, building itineraries for where people want to go and visit.

Member Kelsh inquired if we should hire someone like Lila Martin to assist with public relations activities.

Member Lewis asked who from Chehalem Park and Recreation District is on the Transient Lodging Tax Ad Hoc Committee.

Chair Lippard noted that we do not need to spend a lot of money. Need to refresh the web and leverage with other organizations.



Member Lewis asked if a video would be helpful. PDX has a theater, Hollywood Theater, which shows short videos. There was a discussion if George Fox students could produce the video.

Chair Lippard summarized seven elements:

1. Update the website
2. Map (naked) with Shop Local program
3. Logo
4. Public Relations
5. Online ads
6. Video (George Fox Students)
7. SEO (Search Engine Optimization)/URLs

Member Kelsh noted that FAM Tours need to be included and funding to cover some of the costs.

CDD Rux commented that hiring a person to do public relations will have to follow the City's purchasing rules.

Chair Lippard commented that George Fox Students could possibly be hired for \$2,000 - \$3,000 to produce a video. Photos would also be need to draw from for future activities.

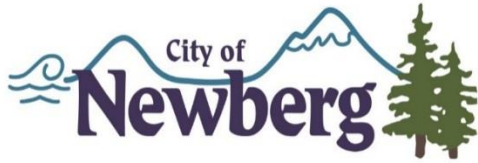
There was a general discussion to look at Transient Lodging Tax dollars that go the Chehalem Valley Chamber of Commerce and what the Transient Lodging Tax Committee wants to do to ensure that there is not overlap in activities. The Committee also discussed the Travel Guide and Shop Local program so that visually the logos look consistent.

ADJOURNMENT: Chair Lippard adjourned the meeting at 10:13 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 19th day of June, 2017.

Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair

Doug Rux, Community Development Director



City of Newberg 2017 - 2018 Transient Lodging Tax – Small Grant Program Guidelines

INFORMATION FOR GRANT APPLICANTS

PURPOSE:

This grant program is intended to aid organizations and businesses that further the Newberg Strategic Tourism Plan adopted in June 2016.

<http://www.newbergoregon.gov/economicdevelopment/page/newberg-strategic-tourism-plan>, by advancing the adopted goals of:

- 1: Tourism bolsters Newberg economy in measurable ways.
2. Newberg is a destination of artisan makers and doers.
3. Tourism funding and industry partners catalyze downtown development and creation of new experiences for target audiences.
4. The tourism organization and strategy engage and energize local tourism partners and demonstrate healthy partnership between the private sector and city.
5. Moon Shots – tourism encourages sustainable development that benefits the local community and enhances the visitor experience.

DEFINITIONS:

The City of Newberg utilizes the state definition of tourism which is aligned with Oregon’s legal definition: “Tourism” means economic activity resulting from tourists.

“Tourist” is a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from, and unrelated to the person’s community of residence, and that trip:

- a. Requires the person to travel more than 50 miles from the community of residence; or
- b. Includes an overnight stay in a paid accommodation in Newberg, Oregon.

“Tourism promotion” (as it relates to this grant application) means any of the following activities:

- a. Advertising, publicizing, or distributing information for the purpose of attracting and welcoming tourists;
- b. Conducting strategic planning and research necessary to stimulate future tourism development;
- c. Operating Tourism promotion agencies; and
- d. Marketing special events and festivals designed to attract tourists.

“Tourism Related Facility” is:

- a. A conference center, convention center, or visitor information center; and

- b. Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

FUNDING:

Funding for this program is up to \$20,000 which may be disbursed to multiple organizations or businesses. The minimum grant amount is \$1,000 and the maximum is \$10,000. The funds are made available from the City of Newberg transient lodging taxes that are assessed to hotels, motels, bed and breakfasts, and vacation rentals for guests in the City of Newberg.

ELIGIBLE APPLICANTS:

Eligible applicants include governmental entities, 501(c)(3) and (6) non-profit organizations, and for-profit private entities with a project, program, or event in the Newberg zip code area of 97132 aimed at tourism development or marketing that promotes local tourism attractions, brings visitors, or has the potential to bring visitors, to Newberg that will create overnight stays in Newberg's commercial lodging properties in furtherance of the Newberg Strategic Tourism Plan goals.

Multiple grant applications per year will be considered for any one organization or business. If an organization or business has previously been awarded a tourism grant by the City of Newberg, it will only be considered for a grant if all previously awarded grants complied with grant agreement requirements and procedures, including filing progress reports. Since grants are funded from revenues from lodging tax, recipients are asked not to request discounts from Newberg lodging properties for the proposed project, program, or event.

GRANT APPLICATION PROCESS:

In order to be considered for grant funds from the City of Newberg:

- 1) A completed application must be delivered to the Community Development Director. Application forms are available at _____ or by contacting the Community Development Director, doug.rux@newbergoregon.gov. If you have multiple projects, programs, or events, separate applications will need to be submitted. The exception would be if the project, program, or event had multiple dates over the course of the fiscal year.
- 2) All application forms **MUST** be typed and sent to the Community Development Director. **No hand written forms will be accepted. Failure to abide will result in application disqualification.**
- 3) All applicants will be notified of funding approvals no later than _____, 2018.
- 4) Progress and Final Reports on activity, spending, and results are to be submitted to the Community Development Director.

TYPES OF PROJECTS/PROGRAMS/EVENTS TO BE CONSIDERED:

Below is a sample list of grant projects, programs or events; actual projects are not limited to only what is listed below.

- 1) Projects, programs, or events which generate or encourage overnight stays in Newberg.
- 2) Projects, programs, or events that increase visitor spending.
- 3) Projects, programs, or events that enhance shoulder and off season visitation.
- 4) Projects, programs, or events that create unique wine country experiences that distinguish Newberg from nearby destinations.

ACTIVITIES NOT ELIGIBLE FOR FUNDING:

- 1) General administrative costs;
- 2) Membership fees;
- 3) Projects, programs or events promoting tourism outside of Newberg;
- 4) Project directed solely at the residents of Newberg;
- 5) Used as match for other City of Newberg funding awards;
- 6) Salaries;
- 7) Operating costs;
- 8) Travel and mileage;
- 9) Architectural engineering studies;
- 10) Apparel for volunteers and/or staff; or
- 11) Advertisements in Newberg or CVCC guides/brochures, local Chambers of Commerce publications, and local publications (print, radio, television) that are not distributed at least 50 miles outside of Newberg.

MATCHING REQUIREMENT:

The Small Grant Program requires the following cash or in-kind match ratio from the applying organization or business:

- 1) Non-Profit/Governmental: .5 (applicant) / 1 (City of Newberg)
- 2) For-Profit: 1 (applicant) / 1 (City of Newberg)

Match funds must be documented and must be committed prior to the distribution of funds. The higher the cash or in-kind match ratio will enhance the application scoring.

EVALUATION CRITERIA:

The City of Newberg Transient Lodging Tax Ad Hoc Committee will review applications and make a recommendation to the Newberg City Council on awards according to the purpose and evaluation criteria of the grant program. The Newberg City Council will make the final award decision.

Eligibility Requirements

- 1) Aligns with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility) Yes/No
- 2) Promote or create experiences for: Outdoor recreation visitor, Experiential arts, Wayfinding, Downtown enhancement Yes/No
- 3) Appeals to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers) Yes/No
- 4) The project will create or enhance an experience for shoulder or off-season visitors Yes/No
- 5) Does it align with other tourism activities in the community Yes/No
- 6) Builds on existing assets Yes/No
- 7) Leverages funding Yes/No
- 8) Entities that have a bankruptcy or other financial corruption within The past five years are ineligible Yes/No

Criteria

- 1) What is the projected return on investment
 - a. Predicted number of tourists attracted/overnight guests 0 - 5
 - b. Will it have lasting impact and utility 0 - 5
- 2) Demonstrated history of attracting tourists/overnight guests 0 - 3

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 3) Does it engage and energize local tourism partner(s) | 0 - 3 |
| 4) Does it enhance Newberg as a destination | 0 - 5 |
| 5) Does it enhance Newberg as a location for Makers and Doers | 0 - 3 |
| 6) Does it catalyze downtown development | 0 - 3 |
| 7) Is it likely to increase visitor spending | 0 - 5 |
| 8) Does it enhance offseason (October – May or Sunday – Thursday Visitation), or shoulder season visitation | 0 - 5 |
| 9) Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers) | 0 - 5 |

PROMOTIONAL MATERIAL:

All funded projects, programs or events involving promotional materials and websites must be reviewed by the Community Development Director at the draft stage and will need to include the www.newbergoregon.gov/cd/page/tourism web address and a link to www.newbergoregon.gov/cd/page/tourism in the case of a website.

All grant support should be referenced as; **“This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg.”**

UNUSED FUNDS:

In the event that awarded funds remain and were not completely used for the project, program, or event intended, the unused funds shall be returned to the City of Newberg.

GRANT CONTRACT:

All grant award recipients must enter into a Destination Development and Marketing Promotion Grant Contract with the City of Newberg. A sample contract is included in the application material.

REPORTING PROCESS:

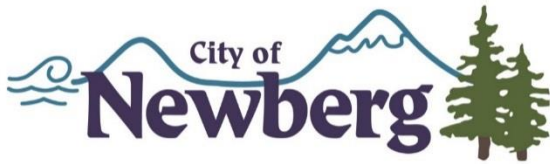
Applicants that are awarded grant funding are required to submit both a Progress Report on a date to be determined and a Final Report within 30 days after the project, program or event to the Newberg Community Development Director.

RECORD KEEPING:

It is requested that all grantees maintain records for the minimum required amount of time set forth by the IRS, including receipts, and make the records available to the City of Newberg upon request for audit purposes.

PERMITTING AND LICENSING:

The award of grant money through this program does not supersede the need for proper permitting and licensing with the City of Newberg and / or other governing agents. Proof of all necessary permits and licenses is required before grant funds can be dispersed.



**City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application Cover Page**

Project Title: _____

Applicant Name: _____

Mailing Address: _____
Street City State Zip

Contact Name: _____

Phone: _____ Email: _____

Amount of total Funding Requested: \$ _____

Please note: Funds not spent on the approved project must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Project, Program or Event Detail:

- A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
- B. Submit an updated Project, Program or Event Detail as your Progress Report.
- C. Within 30 days after project, program or event is complete submit a Final Report. Attach receipts/paid invoices for monies spent and a check to the City of Newberg for any unspent funds.

Any changes to your project must have prior approval to receive funding.

I agree to all terms described on this application and verify that the information provided on this cover sheet is true and accurate.

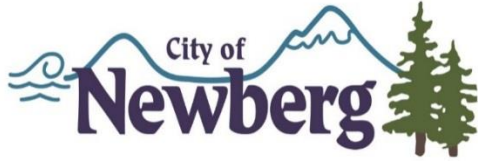
Print Name: _____ Signature: _____

Title: _____ Date: _____

*****FOR OFFICE USE ONLY*****
APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Progress Report Received: _____ Final Report received: _____

Funds returned, received on: _____



**City of Newberg 2017 - 2018
Transient Lodging Tax – Small Grant Program Application**

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:

- ❖ Completed application Cover Sheet.
- ❖ Budget for project/program/event being funded that lists all anticipated income and expenses.
- ❖ Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.
- ❖ Letter signed by officers of the Organization’s Board of Directors or Business Owners authorizing this application.
- ❖ Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.
- ❖ Documentation that no bankruptcy or other financial corruption has occurred within the past five years.
- ❖ Letters of support.

Project Title: _____

Applicant Name: _____

Mailing Address: _____
 Street City State Zip

Contact Name: _____

Phone: _____ Email: _____

Website Address: _____

Secretary of State Business Registry Number: _____

Non Profit _____ Government _____ For-Profit _____

Amount of total Funding Requested: \$ _____

Please note: Funds not spent on the approved project, program or event must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Classify how funds will be used for your project/program/event: *check all that apply*

New Project

New Program

New Event

Existing Project

Existing Program

Existing Event

Has this project, program or event received these grant funds in the past?

If so when and for how much?

Prior year grant award through this program does not guarantee additional funding in subsequent years. All returning projects, programs or events must reapply and are subject to approval. This program has limitations of funding available in the fiscal year in total amount of funds requested. All required reports must be in good standing at the time of application for future funding by a past grant recipient.

Organization Budget: This budget shows how this project, program or event fits into your organization. Your project, program or event should be shown as a line in this budget.

Fiscal Year: _____ to _____

Income Sources	Amount
Total Organization Income	

Expenses	
Total Organization Expense	

Project Narrative:

1. Project description:

2. How will your project, program or event further the Newberg Strategic Tourism Plan goals?

3. How does your project, program or event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, or Tourism related facility)?

4. What is the projected return on investment?

5. Predicted number of tourists' attracted / overnight guests?

6. Will it have lasting impact and utility?

7. How does your project, program or event leverage funding?

8. What is the ratio at which Transient Lodging Tax funds will be matched?

9. What is your demonstrated history of attracting tourists?

10. Does your project, program or event engage and energize local tourism partner(s)?

11. Does your project, program or event enhance Newberg as a destination? If so how?

12. Does your project, program or event enhance Newberg as a location for Makers and Doers? If so how?

13. Does your project, program or event catalyze downtown development? If so how?

14. Does your project, program or event enhance offseason (October – May or Sunday – Thursday Visitation), or shoulder season visitation? Explain how.

15. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, or Luxury Wine Travelers)?

16. What is the timeframe for completion of your project, program or event?

Signature and Certification Letter:

I hereby certify that all facts, figures and representations made in this application, including all attachments, are true and correct. This application is made with the written approval of my Board of Directors or Owners, which is attached to this application.

I agree that all publicity, press releases, publications, materials and or media advertising produced as part of this proposed project/program/event will acknowledge the grant program as follows:

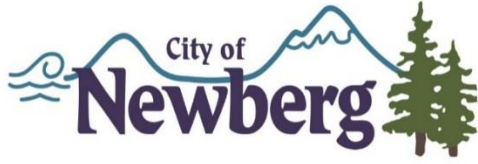
“This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg.”

A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

Signature of Authorizing Official

Date

Print Name of Authorizing Official



City of Newberg 2017 - 2018 Transient Lodging Tax – Small Grant Program Reports

To be completed and returned: Progress Report by _____.

To be completed and returned by _____: Final Report 30 days after project, program or event.

Attach receipts, paid invoices for monies spent and a check to the City of Newberg for an unspent funds.

Project Title: _____

Name of Organization requesting funds: _____

Mailing address: _____

Contact name: _____

Phone: _____ Email: _____

1. Detail of Income and Expenses as compared to budget submitted (must be as detailed as possible)

NOTE: Please attach receipts or a spreadsheet that documents both income and expenses

Budgeted Income Sources	Amount	Actual Income Sources	Amount
Total Budgeted Project/Program/Event Income		Total Actual Project/Program/Event Income	

Budgeted Expenses	Amount	ACTUAL EXPENSES	Amount
Total Budgeted Project/Program/Event Expenses		Total Actual Project/Program/Event Expenses	

2. Do you have unused City funds remaining? If so how much?

3. Date project, program or event was (or will be) completed:

4. Results achieved with project, program or event. Did you reach your target audience or goal? Discuss your measurement of success.

5. Please include data that supports how many tourists and room nights you believe this project, program or event helped generate based on collected zip codes of attendees.

SAMPLE CONTRACT ONLY

**CITY OF NEWBERG
TRANSIENT LODGING TAX
SMALL GRANT CONTRACT**

This Grant Contract is made and entered into by and between the City of Newberg ("CITY") and _____ ("RECIPIENT").

RECITALS

Whereas, in 1976 the City of Newberg implemented a transient lodging tax (TLT) of 6%;

Whereas, in 2014 the City of Newberg increased its TLT to 7.5%;

Whereas, in 2015 the City of Newberg increased its TLT to 9%TLT;

Whereas, HB 2267 in 2003 requires increases in the TLT after July 2, 2003 dedicate 70% of collected tax be used for tourism promotion or tourism related facilities;

Whereas, the funds provided under this Grant Contract were derived from TLT funds and designated for use on tourism promotion, or tourism related facilities;

Whereas, the City of Newberg has reviewed RECIPIENT'S application, submitted on _____ (the "Application") and determined the Project, Program or Event, as hereafter defined, is feasible and merits funding.

NOW THEREFORE, the parties agree as follows:

1. Contract. This Grant Contract shall include the following, which in the event of any inconsistency are to be interpreted in the following order of precedence:
 - A. This Grant Contract without any Exhibits.
 - B. Special Conditions of Award, attached as Exhibit A.
 - C. A description of the Project, Program or Event approved by the CITY (the "Project"), attached as Exhibit B.
 - D. Approved Project budget showing a breakdown of sources of funds, attached as Exhibit C. This Exhibit supersedes the Project budget submitted in RECIPIENT'S Application; and
 - E. RECIPIENT'S application, which by this reference is incorporated herein.

2. Grant. In reliance upon RECIPIENT'S Application and covenant to comply with all local, state and federal laws, rules and regulations and terms of this grant as set forth herein, the CITY agrees to provide the RECIPIENT'S funds in the amount of \$_____, the use of which shall be expressly limited to the Project and the activities described in Exhibit B. The use of these funds shall also be subject to the approved Project budget in Exhibit A, if any.

Subject to the terms and conditions of this Grant Contract, the CITY shall disburse the grant funds to RECIPIENT upon execution of the Grant Contract.

3. Project Completion Date. The approved grant activities must be completed by _____ from the date of this Grant Contract (“Project Completion Date”). By the Project Completion Date, all Project activities must be completed, including submission of the Project Final Report 30 days after the Project Completion Date.
4. Recipient’s Covenants – Compliance with Laws.
 - A. The RECIPIENT agrees to comply, and cause its agents, contractors and subgrantees to comply, with all applicable local, state and federal laws, regulations, policies, guidelines and requirements with respect to the use of and the administration, distribution and expenditure of the funds provided under this Grant Contract.
5. Default and Remedies.
 - A. Default. RECIPIENT shall be in default under this Grant Contract upon occurrence of any of the following events:
 - (1) Key RECIPIENT actions are not completed in accordance with the Project Schedule or CITY’s approval of a Progress Report provided for in this Grant Contract.
 - (2) Any representation, warranty or statement made by RECIPIENT herein or in any documents or reports relied upon by CITY is untrue in any material respect when made.
 - (3) Any other significant breach of the terms and conditions of this Grant Contract.
 - B. Remedies upon Default. If RECIPIENT’S default is not cured within a reasonable term, as defined by CITY, or such longer period as CITY may authorize at its sole discretion, CITY may pursue any remedies available under this Grant Contract either at law or in equity. Such remedies include, but are not limited to, termination of this Grant Contract.
6. Termination.
 - A. CITY reserves the right to terminate this Grant Contract immediately upon notice to the RECIPIENT:
 - (1) if RECIPIENT fails to perform or breaches any of the terms of this Grant Contract; or
 - (2) if the RECIPIENT is unable to commence the Project within _____ () months from the date of this Grant Contract; or
 - (3) if federal or state laws, regulations or guidelines are modified or interpreted in such a way that either the grant made pursuant to the terms of this Grant Contract or payments to be made hereunder are prohibited.
 - B. CITY and RECIPIENT may mutually agree in writing to terminate this Grant Contract.
 - C. In the event of termination prior to Project completion, CITY will have no further obligations or liabilities under this Grant Contract, including that it will not reimburse any Project costs incurred by RECIPIENT.
7. Indemnification. To the extent permitted by the Oregon Constitution and the Oregon Tort Claims Act, RECIPIENT shall indemnify, defend, and hold harmless CITY and its officers, employees, and agents from all claims, suits, actions, losses, damages, liabilities, costs and expenses of any nature resulting from, arising out of or relating to the activities of the RECIPIENT or RECIPIENT’S officers, employees, sub-contractors, or agents under this Grant Contract.
8. Miscellaneous.
 - A. This Grant Contract shall be null and void if this Grant Contract is not executed and

returned to CITY by the RECIPIENT by _____ (Date).

B. CITY and the RECIPIENT are the only parties to this Grant Contract and are the only parties entitled to enforce its terms. Nothing in this Grant Contract gives, is intended to give, or shall be construed to give or provide any benefit or right, whether directly, indirectly or otherwise, to third persons unless such third persons are individuals identified by name herein and expressly described as intended beneficiaries of the terms of this Grant Contract.

C. Except as otherwise expressly provided in this Grant Contract, any communications between the parties hereto or notices to be given hereunder shall be given in writing by personal delivery, facsimile, or mailing the same, postage prepaid, to CITY or the RECIPIENT at the address or number set forth on the signature page of this Grant Contract, or to such other addresses or numbers as either party may hereafter indicate. Any communication or notice so addressed and mailed shall be deemed to be given five (5) days after mailing. Any communication or notice delivered by facsimile shall be deemed to be given when receipt of the transmission is generated by the transmitting machine.

D. This Grant Contract shall be governed by and construed in accordance with the laws of the State of Oregon without regard to principles of conflicts of law. Any claim, action, suit or proceeding (collectively, "Claim") between CITY and RECIPIENT that arises from or relates to this Grant Contract shall be brought and conducted solely and exclusively within the Circuit Court of Yamhill County for the State of Oregon; provided however, if a Claim must be brought in a federal forum, then it shall be brought and conducted solely and exclusively within the United States District Court for the District of Oregon.

E. This Grant Contract and attached exhibits constitute the entire agreement between the parties on the subject matter hereof. There are no understandings, agreements, or representations, oral or written, not specified herein regarding this Grant Contract. No waiver, consent, modification or change of terms of this Grant Contract shall bind either party unless in writing and signed by both parties and all necessary CITY approvals have been obtained. Such waiver, consent, modification or change, if made, shall be effective only in the specific instance and for the specific purpose given. The failure of CITY to enforce any provision of this Grant Contract shall not constitute a waiver by CITY of that provision or any other provision.

This Grant Contract is hereby executed by the Parties on the dates set forth below.

CITY OF NEWBERG

RECIPIENT

By: _____

By: _____

Date: _____

Date: _____

Address: 414 E. First Street
Newberg, OR 97132

Address: _____

By Authority of Resolution No. _____

ATTEST AS TO LEGAL FORM

Truman A. Stone, City Attorney

Exhibit A – Special Conditions of Award
Exhibit B – Project Description
Exhibit C – Approved Project Budget

SAMPLE CONTRACT ONLY

BUDGET TLT CITY AD HOC MODEL

6/27/17

Revenue	FY 16/17		FY 17/18		FY 18/19		FY 19/20		FY 20/21	
Gross Operator Receipts	11,994,410	11,864,684	12,220,625		12,587,244		12,964,861		13,353,807	
	Budget	Dec '16 Projection	Budget		Projection		Projection		Projection	
Beginning Fund Balance	207,113	148,896	250,000		2,020		2,020		2,020	
Tax Revenue -Restricted for Tourism	359,617	355,727	366,399		377,390		388,712		400,373	
Tax Revenue City Services	665,905	658,703	678,465		698,819		719,784		741,377	
Interest Revenue-Restricted for Tourism	897	897	896		897		897		897	
Interest Revenue- City Services	1,667	1,667	1,667		1,667		1,667		1,667	
Estimated Additional Funds										
Total	1,235,199	1,165,890	1,297,427		1,080,793		1,113,080		1,146,334	

Expenses										
Transfers out General Fund	665,905	660,370	680,132		700,486		721,451		743,044	
Visitor Center Contract	137,548	137,548	139,866		145,924		150,302		154,811	
Unallocated Tourism Activity	431,746	367,972	475,409		232,363		239,307		246,459	
Consultant		5,000								
Staff - Meetings, Travel, Networking		2,000	2,000		2,000		2,000		2,000	
Tourism Marketing		80,972	13,000		13,000		13,000		13,000	
Fundraising		10,000	9,787		10,000		10,000		10,000	
Subtotal		97,972	24,787		25,000		25,000		25,000	
Tourist Related Facilities (Large Grant)	313,774		430,622		187,363		194,307		201,459	
Small Grant Program (pilot program)	20,000	20,000	20,000		20,000		20,000		20,000	
Total	1,235,199	915,890	1,295,407		1,078,773		1,111,060		1,144,314	
Ending Balance Restricted for Tourism		250,000	2,020		2,020		2,020		2,020	

* The \$250,000 for the Tourist Related Facilities (Large Grant) originally budgeted will not be expended by June 2016 and becomes the Beginning Fund Balance for FY 17/18